

1 of 6

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/05-10/05	2	1	2	\$450.00	
	Rating: 1.3											
	2	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/08-10/08	2	1	2	\$450.00	
	Rating: 1.3											
	3	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/09-10/09	2	1	2	\$450.00	
	Rating: 1.3											
	4	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/10-10/10	2	1	2	\$450.00	
	Rating: 1.3											
	5	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/11-10/11	2	1	2	\$450.00	
	Rating: 1.3											
	6	F	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/05-10/05	2	1	2	\$1,000.00	
	Rating: 1.4											
	7	M	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/08-10/08	2	1	2	\$1,000.00	
	Rating: 1.4											
	8	TU	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/09-10/09	2	1	2	\$1,000.00	
	Rating: 1.4											

Rep Order#	6830392	Ver#	1	Status	New
EC'd	Yes				

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .N.R.C.C. IE
Product	N.R.C.C. IE
Estimate#	2602
Buyer	Ben Angle
Phone#	
Fax#	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	TH	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	10/11-10/11	2	1	2	\$1,500.00	
	Rating: 1.9											
	32	SA	6P-630P	ACTION NWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	Rating: 1.5											
	33	F	7P-730P	ACCESS HOLLYWD	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	Rating: 1.3											
	34	M	7P-730P	ACCESS HOLLYWD	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	Rating: 1.3											
	35	TU	7P-730P	ACCESS HOLLYWD	:30	\$500.00	10/09-10/09	1	1	1	\$500.00	
	Rating: 1.3											
	36	W	7P-730P	ACCESS HOLLYWD	:30	\$500.00	10/10-10/10	1	1	1	\$500.00	
	Rating: 1.3											
	37	TH	7P-730P	ACCESS HOLLYWD	:30	\$500.00	10/11-10/11	1	1	1	\$500.00	
	Rating: 1.3											
	38	M	10P-11P	CASTLE	:30	\$5,000.00	10/08-10/08	1	1	1	\$5,000.00	
	Rating: 5.4											
	39	SA	5P-830P	SAT NT FTB	:30	\$4,500.00	10/06-10/06	1	1	1	\$4,500.00	
	Rating: 4.1											
	40	SU	8P-9P	ONCE-TIME	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	Rating: 6.4											
	41	F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/05-10/05	1	1	1	\$1,500.00	
	Rating: 2.7											

Station KTNV-TV LAS VEGAS, NV

Advertiser () .N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2602

Buyer Ben Angle

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2602

Flight Dates 10/05/2012 - 10/11/2012

Hiatus Weeks

Rep Firm

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Salesperson () ANJIE BRADY

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	M	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
Rating: 2.7												
	43	TU	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/09-10/09	1	1	1	\$1,500.00	
Rating: 2.7												
	44	W	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
Rating: 2.7												
	45	TH	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/11-10/11	1	1	1	\$1,500.00	
Rating: 2.7												
	46	F	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/05-10/05	1	1	1	\$750.00	
Rating: 1.5												
	47	M	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/08-10/08	1	1	1	\$750.00	
Rating: 1.5												
	48	TU	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/09-10/09	1	1	1	\$750.00	
Rating: 1.5												
	49	W	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/10-10/10	1	1	1	\$750.00	
Rating: 1.5												
	50	TH	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/11-10/11	1	1	1	\$750.00	
Rating: 1.5												

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Report Totals: 75 / \$59,300.00

---SALES MONTHLY TOTALS---

Oct 12: 75 / \$59,300.00

Sales Totals: 75 / \$59,300.00

Station Totals: 75 / \$59,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$370,625	KBLR	0%	KLAS	22%	KSNV	36%	KTNV	16%	KTUD	0%
		KVCW	1%	KVMY	3%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE